



WSOC-TV

WSOC-TV
1901 North Tryon Street
Charlotte, NC 28206-2700

Chao Strategy Message & Media
Alt: Kissell
1322 G Street, SE
Washington, DC 20003

Contract # 337253

Schedule Dates 10/18/12-10/24/12
Advertiser Larry Kissell for Congress (9216)
Agency Chao Strategy Message & Media (5389)
Product Political - Federal Candidate (1067)
Brand 1774 CONGRESS (139852)
Salesperson Telerep/Philadelphia, Philadelphia (1057)
Sales Office Telerep/Philadelphia
Buyer Name CERITO, MICHELE
Phone/Fax /
CPE 259/271/1774
Account Types National/Political
Billing Type Standard
Comments KISSELL FOR CONGRESS
***** THIS IS A CASH IN ADVANCE SCHEDULE *****

Date Entered 10/17/12
Last Modified 10/18/12
Entered By Jill Hipskind
CO-OP No
Headline # 06379821
Demo
Order Type Normal
Package Deal
Commission % 15.00
Commission \$3,625.00
Net Total \$20,825.00
Sales Tax

Charlotte (WSOC)
By Broadcast Month
Oct. 2012 21 \$24,500.00
Grand Total: 21 \$24,500.00

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
1.0	Normal Line / Spot	10/19/12-10/19/12	4	:30	6P-6:30P (EST)						1			1	\$1,500.00	\$1,500.00	Charlotte (WSOC)	EYEWT NWS 6	10/17/12
2.0	Normal Line / Spot	10/19/12-10/19/12	3	:30	7P-7:30P (EST)						1			1	\$1,600.00	\$1,600.00	Charlotte (WSOC)	REVISED RATE, INSIDE EDITION	10/17/12
3.0	Normal Line / Spot	10/19/12-10/19/12	4	:30	7A-8A (EST)						1				\$1,075.00		Charlotte (WSOC)	REVISED RATE, GD MRN AMR-ABC	10/17/12
4.0	Normal Line / Spot	10/22/12-10/22/12	4	:30	11P-11:35P (EST)									1	\$1,200.00	\$1,200.00	Charlotte (WSOC)	EYEWT NWS 11	10/17/12
5.0	Normal Line / Spot	10/22/12-10/22/12	4	:30	6A-7A (EST)									1	\$1,175.00	\$1,175.00	Charlotte (WSOC)	REVISED RATE, EYE NWS DAYBK	10/17/12
6.0	Normal Line / Spot	10/22/12-10/22/12	3	:30	7P-7:30P (EST)									1	\$1,600.00	\$1,600.00	Charlotte (WSOC)	REVISED RATE, INSIDE EDITION	10/17/12
7.0	Normal Line / Spot	10/20/12-10/20/12	5	:30	7A-8A (EST)							2		2	\$325.00	\$650.00	Charlotte (WSOC)	EYE NW SA MRN2	10/17/12
8.0	Normal Line / Spot	10/21/12-10/21/12	4	:30	11P-11:35P (EST)								1	1	\$1,300.00	\$1,300.00	Charlotte (WSOC)	EYEWT NWS 11 <	10/17/12
9.0	Normal Line / Spot	10/21/12-10/21/12	5	:30	7A-8A (EST)								1	1	\$300.00	\$300.00	Charlotte (WSOC)	EYE NW SU MRN2	10/17/12
10.0	Normal Line / Spot	10/18/12-10/18/12	4	:30	11P-11:35P (EST)								1	1	\$1,200.00	\$1,200.00	Charlotte (WSOC)	EYEWT NWS 11	10/17/12
11.0	Normal Line / Spot	10/18/12-10/18/12	4	:30	6P-6:30P (EST)								1	1	\$1,500.00	\$1,500.00	Charlotte (WSOC)	EYEWT NWS 6	10/17/12

CONFIRMATION CONTRACT

Accepted-Agency/Advertiser: _____ Date: _____

Accepted-Station: _____ Date: _____

Comments: _____

WSOC-TV does not accept advertising contracts that impermissibly discriminate on the basis of race or ethnicity. This non-discrimination provision is a condition of each advertising contract with this station whether verbal or written.



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Attn: Kissell
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Schedule Dates	10/18/12-10/24/12	Date Entered	10/17/12
Advertiser	Larry Kissell For Congress (9216)	Last Modified	10/18/12
Agency	Chao Strategy Message & Media (5389)	Entered By	Jill Hipskind
Product	Political - Federal Candidate (1067)	CO-OP	No
Brand	1774 CONGRESS (139852)	Headline #	06379821
Salesperson	Telerep/Philadelphia, Philadelphia (1057)	Demo	Normal
Sales Office	Telerep/Philadelphia	Order Type	Normal
Buyer Name	CERTO, MICHELE	Package Deal	
Phone/Fax	/	Commission %	15.00
CPE	259/271/1774	Commission	\$3,675.00
Account Types	National/Political	Net Total	\$20,825.00
Billing Type	Standard	Sales Tax	

Comments

KISSELL FOR CONGRESS
***** THIS IS A CASH IN ADVANCE SCHEDULE *****

Charlotte (WSOC)		
By Broadcast Month	Spots	Rate
Oct. 2012	21	\$24,500.00
Grand Total:	21	\$24,500.00

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
12.0	Normal Line / Spot	10/18/12-10/18/12	4	:30	6A- 7A (EST)					1				1	\$1,175.00	\$1,175.00	Charlotte (WSOC)	REVISED RATE, EYE NWS DAYBRK	10/17/12
13.0	Normal Line / Spot	10/23/12-10/23/12	4	:30	6P- 6:30P (EST)		1							1	\$1,500.00	\$1,500.00	Charlotte (WSOC)	EYEWIT NWS 6	10/17/12
14.0	Normal Line / Spot	10/23/12-10/23/12	4	:30	7A- 8A (EST)		1							1	\$1,075.00	\$1,075.00	Charlotte (WSOC)	REVISED RATE, GD MRN AMR-ABC	10/17/12
15.0	Normal Line / Spot	10/24/12-10/24/12	4	:30	11P- 11:35P (EST)			1						1	\$1,200.00	\$1,200.00	Charlotte (WSOC)	EYEWIT NWS 11	10/17/12
16.0	Normal Line / Spot	10/24/12-10/24/12	4	:30	6P- 6:30P (EST)			1						1	\$1,500.00	\$1,500.00	Charlotte (WSOC)	REVISED RATE, EYE NWS	10/17/12
17.0	Normal Line / Spot	10/24/12-10/24/12	4	:30	6A- 7A (EST)			1						1	\$1,175.00	\$1,175.00	Charlotte (WSOC)	REVISED RATE, EYE NWS DAYBRK	10/17/12
18.0	Normal Line / Spot	10/24/12-10/24/12	4	:30	7P- 7:30P (EST)			1						1	\$1,600.00	\$1,600.00	Charlotte (WSOC)	REVISED RATE, INSIDE EDITION	10/17/12
19.0	Normal Line / Spot	10/24/12-10/24/12	4	:30	7A- 8A (EST)			1						1	\$1,075.00	\$1,075.00	Charlotte (WSOC)	REVISED RATE, GD MRN AMR-ABC	10/17/12
20.0	Normal Line / Spot	10/20/12-10/20/12	4	:30	11:30P- 12A (EST)							1		1	\$1,100.00	\$1,100.00	Charlotte (WSOC)	ADD, NEWS	10/17/12
21.0	M/G For 3.0.1 / Spot	10/22/12-10/22/12	4	:30	7A- 8A (EST)		1							1	\$1,075.00	\$1,075.00	Charlotte (WSOC)	REVISED RATE, GD MRN AMR-ABC	10/18/12

CONFIRMATION CONTRACT

Accepted Agency/Advertiser:	Date:	Accepted Station:	Date:	Comments:
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